

# CITY CLERK'S OFFICEETTER TO COMMISSION

#063-2013

TO:

Honorable Mayor and Members of the City Commission

FROM:

Kathie G. Brooks, Interim City Manager

DATE:

February 21, 2013

SUBJECT:

Goodwill Ambassador Program - Spring Break Deployment

This Letter to Commission is in response to a request from the Neighborhood / Community Affairs Committee following the discussion regarding the City's Spring Break Major Event Plan. As we do for each and every major event period, representatives from the Administration have been preparing and allocating resources for this year's Spring Break, Winter Music Festival and Ultra events, which are expected to be very busy for the City.

The City's Goodwill Ambassador Teams will once again be an integral part of our City's Major Events Plan helping our visitors remains informed on pertinent information. As a Goodwill Ambassador, our employees have the vital task of presenting our City in the best possible light, answering questions whenever necessary, providing directions to anyone who may be lost or simply identify areas of concern and alert the pertinent parties.

## Background:

The City will once again deploy approximately 35 Goodwill Ambassadors during the peak weekends in March for spring break. The Goodwill Ambassadors have historically been deployed during Spring Break and Memorial Day Weekend and have proven to be a tremendous asset in assisting police officers with non enforcement police related duties.

## CMB Goodwill Ambassadors Responsibilities and Assignment:

The CMB Goodwill Ambassadors will be assigned to various locations within the entertainment district and beach area (Sector Three and Sector Four). The Goodwill Ambassadors will be divided into teams and will assist police officers with educating beach goers on the City's laws and fines containing glass bottles and open containers on the beach. The CMB Goodwill Ambassadors will be tasked with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers, distribution of small biodegradable courtesy litter bags to beach goers and monitor overflow garbage, bathrooms and crowd control. The CMB Goodwill Ambassadors will also assist uniformed police officers with cooler checks. The CMB Goodwill Ambassadors are required to wear City approved Goodwill Ambassadors' shirts and non-sworn police ID cards. The ID card identifies the individual as a CMB Goodwill Ambassador and must be clearly visible at all times. The CMB Goodwill Ambassadors will also assist with Beach Clean-Up efforts.

### **Staging Location:**

Miami Beach Police Department Community Room - (Hours of operation 10am-8pm)

#### Personnel:

Police personnel assigned to the CMB Goodwill Ambassadors will consist of three (3) uniformed police officers and one civilian employee. The uniformed police officer will assist Goodwill Ambassadors during the distribution of small courtesy litter bags, cooler checks and take any law enforcement action deemed necessary. The uniformed police officer will also assist Customer Service Manager Barbara Hawayek with the supervision of Goodwill Ambassadors and assigned the Goodwill Ambassadors to location where their assistance is needed.

The civilian employees are responsible for administrative duties. The administrative duties will include, issuing Goodwill Ambassadors non sworn police ID cards and radios, maintaining a matrix for each team's locations, monitoring radio communications, maintaining and filing documents needed for our records, and completing any incident reports. The civilian employees will also assist Goodwill Ambassadors with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers and educate beach goers on the City's laws and fines containing to glass bottles and open containers on the beach.

All Goodwill Ambassador Volunteers must meet the following criteria in order to participate:

- No more than 10 sick days (not incidents) in the last 12 month period prior to request.
- No Absent Without Leave (AWOL) in the last 12 month period
- Have an evaluation of no less than 65 overall score and not less than a 7 in the area of customer service and ability to work with others.
- Not received discipline in the last 6 months
- Not currently on active FML leave

In addition, all employees must obtain approval from their supervisor and Division Director.

Employees who volunteer to be a Goodwill Ambassador throughout this event will receive administrative time for time worked. The administrative time will calculated hour for hour. A maximum of 32 hours will be allowed for all three (3) events, meaning no more than 32 hours will be banked for both weekends. Administrative leave accumulated during deployment is projected to cost approximately \$80,000.

# **Operational Time Line:**

The CMB Goodwill Ambassadors are scheduled for deployment on March 9<sup>th</sup> and 10<sup>th</sup> (The peak of Spring Break), March 16<sup>th</sup> and 17<sup>th</sup> (Ultra Music Festival Weekend/ Winter Music Conference) and March 23<sup>rd</sup> and 24<sup>th</sup> (Winter Music Conference Weekend) from 11am to 7pm.

## **Transportation:**

The CMB Goodwill Ambassadors will use golf carts provided by the Miami Beach Convention Center as a source of transportation. The golf carts will be parked on the first floor of the Miami Beach Police Parking Garage. The majority of the Goodwill Ambassadors will be on walking beats within their assigned area.

## KGB/MAS/bh

Kathie G. Brooks, Interim City Manager
Max A. Sklar, Acting Assistant City Manager
Carla Gomez, Assistant Human Resource Director / Special Projects Coordinator